

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

**LISTING OF CLAIMS:**

Claims 1-20 (cancelled)

Claim 21 (withdrawn): A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

Claims 22-46 (cancelled)

Claim 47 (currently amended): A method for providing selective access to data on an electronic optical storage medium comprising:

- providing said data for storage on said electronic optical storage medium;
  - requesting that an identifier be incorporated on a burst cut area (BCA) on said electronic optical storage medium in conjunction with said data; and
  - providing pertinent user information;
- wherein said identifier identifies a specific instance of said electronic optical storage medium;
- wherein said identifier is read when said electronic optical storage medium is inserted into a device and said identifier as well as said pertinent user information are verified at a separate database;
- wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

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Claim 48 (cancelled)

Claim 49 (cancelled)

Claim 50 (previously presented): The method as recited in claim 47, wherein said steps of providing said data and requesting that an identifier be incorporated are directed toward an optical disc replicator.

Claim 51 (currently amended): The method as recited in claim 47, wherein said steps of providing said data and requesting that an identifier be incorporated on said electronic optical storage medium are performed by a content provider.

Claim 52 (previously presented): The method of claim 47 wherein said data comprises multimedia data.

Claim 53 (currently amended): A system for providing selective access to data on an electronic optical storage medium comprising:

a receiver for incorporating an identifier on a burst cut area (BCA) on said electronic optical storage medium; and

a source for providing data to said receiver, wherein said data and said identifier are stored on said electronic optical storage medium;

wherein said identifier identifies a specific instance of said electronic optical storage medium and is read when said electronic optical storage medium is inserted into a device;

wherein said identifier and pertinent user information are verified in a separate database and wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

Claim 54 (canceled):

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Claim 55 (canceled):

Claim 56 (previously presented): The system as recited in claim 53, wherein said receiver is an optical disc replicator.

Claim 57 (previously presented): The system as recited in claim 53, wherein said source is a content provider.

Claim 58 (previously presented): The system of claim 53 wherein said data comprises multimedia data.

Claim 59 (currently amended): A method for providing selective access to data on an electronic optical storage medium comprising:

receiving data from a source for storage in said electronic optical storage medium;

incorporating an identifier on a burst cut area (BCA) on said electronic optical storage medium along with said data; and

providing pertinent user information;

wherein said identifier identifies a specific instance of said electronic optical storage medium and is read upon insertion into a device;

wherein said identifier and said pertinent user information are verified at a separate database and access to said data is precluded upon unsuccessful verification of said identifier and pertinent user information.

Claim 60 (cancelled)

Claim 61 (cancelled)

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Claim 62 (previously presented): The method as recited in claim 59, wherein said source is a content provider.

Claim 63 (previously presented): The method as recited in claim 59, wherein said steps of receiving data and incorporating an identifier are performed by an optical disc replicator.

Claim 64 (previously presented): The method of claim 59 wherein said data comprises multimedia data.

Claim 65 (currently amended): A system for providing selective access to data on an electronic optical storage medium comprising:

a source for providing data;

a receiver for receiving said data from said source for storage in an electronic optical storage medium, said receiver producing said electronic optical storage medium having an identifier incorporated on a burst cut area (BCA) ~~thereon~~ in conjunction with said data; and

pertinent user information;

wherein said identifier is capable of being read upon insertion into a device and verified at a separate database;

wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

Claim 66 (cancelled):

Claim 67 (cancelled):

Claim 68 (previously presented): The system as recited in claim 65, wherein said source is a content provider.

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Claim 69 (previously presented): The system as recited in claim 65, wherein said receiver is an optical disc replicator.

Claim 70 (previously presented): The system of claim 65 wherein said data comprises multimedia data.

Claim 71 (currently amended): A method for providing selective access to data on an electronic optical medium comprising:

receiving at a server computer an identifier information read from said electronic optical storage medium on a burst cut area (BCA), wherein said identifier information identifies a specific instance of said electronic optical storage medium;

receiving at a server computer pertinent user information;

verifying said identifier information and pertinent user information using a database; and

transmitting an authorization key upon successful verification of said identifier information.

Claim 72 (cancelled):

Claim 73 (cancelled):

Claim 74 (previously presented): The method as recited in claim 71, wherein the identifier information is updated and stored in a BCA database.

Claim 75 (previously presented): The method as recited in claim 74 further comprising broadcasting one of the identifier information and the updated identifier information.

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Claim 76 (previously presented): The method as recited in claim 71 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77 (previously presented): The method as recited in claim 71 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

Claim 78 (previously presented): The method as recited in claim 71 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79 (withdrawn): A method comprising:  
tracking information of a consumer using a burst cut area identifier stored on a storage medium;  
providing the tracked information to an advertiser; and  
selecting discount based on the tracked information to send out to the consumer.

Claim 80 (withdrawn): The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81 (withdrawn): The method as recited in claim 79 wherein the storage medium is an optical disc.